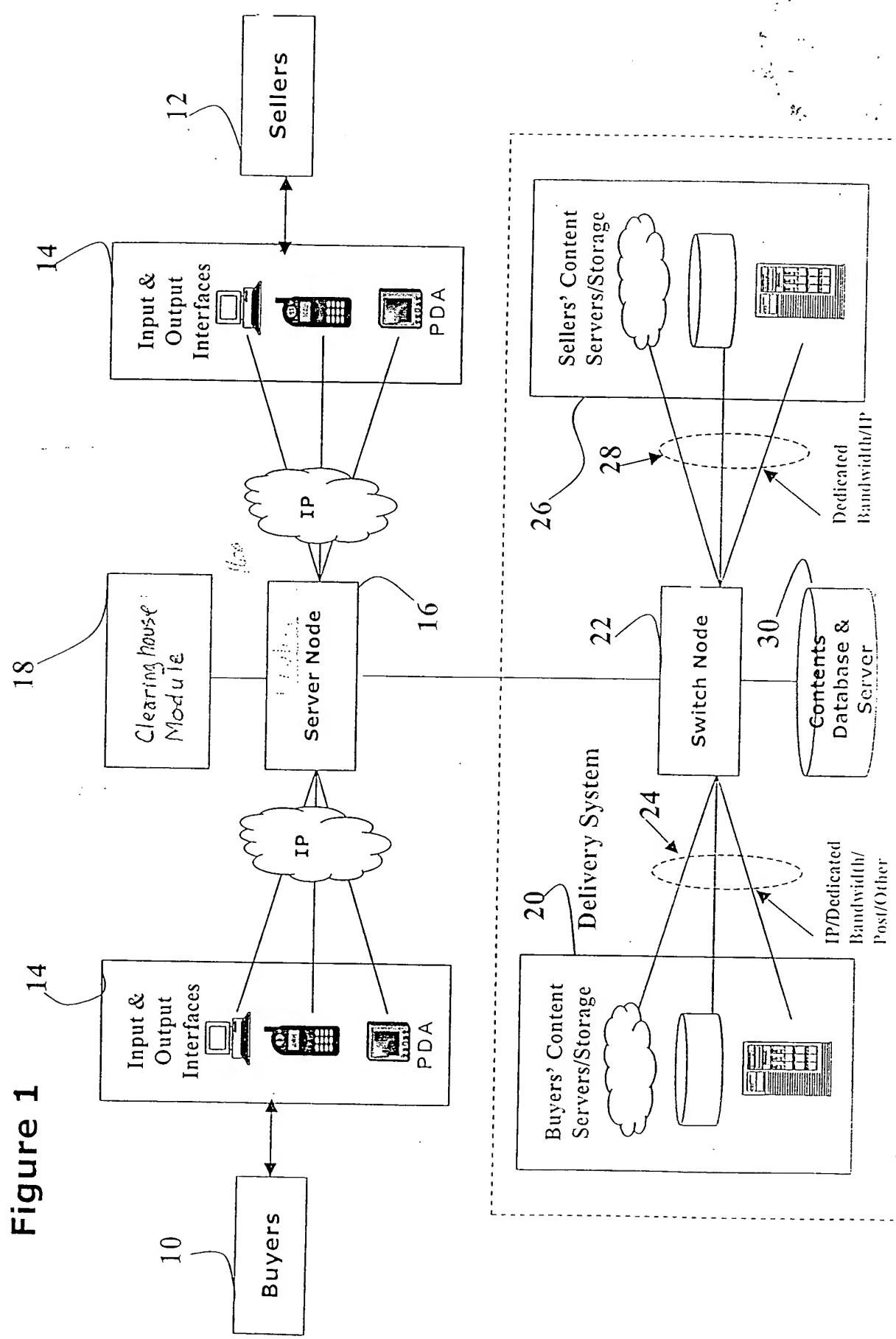


Figure 1



AdMedia Trading Screen

Trading Side	<input checked="" type="checkbox"/> Buy
Medium Type	<input checked="" type="checkbox"/> Broadcast TV Spot
Broadcast Market	National
Weekday	Monday, 9/4/2001
GRPs	250
CPM	15
Search Key (Optional)	
Program Category	<input type="checkbox"/> Finance
Target Demographics	<input checked="" type="checkbox"/> Men
Time of Day	<input checked="" type="checkbox"/> 35-54
Ratings	<input type="checkbox"/> Morning (6AM-12PM)
	<input type="checkbox"/> 5% - 10%
	<input type="checkbox"/> Sunday

Fig. 2

BEST AVAILABLE COPY

120000000
100000000

100000000
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Fig. 3

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